

Urban Reserves Planning

Public Involvement Plan



The Public Involvement Plan (PIP) includes a summarized work plan focusing on the public engagement strategies at each milestone in the Urban Reserves project. The PIP:

- describes multiple opportunities and different ways people can engage in the planning process;
- details how individuals and organizations with a stake in the outcome of Urban Reserves can effectively participate and help shape the plan; and
- is consistent with the City's Public Participation Guidelines and Statewide Planning Goal 1.

The best plans adapt to new information and opportunities, so at key points in the process, the Public Involvement Plan should be reviewed and updated as needed. Along with the Project Charter, staff will take the Public Involvement Plan to the City and County Planning Commissions, City Council and Board of County Commissioners for their review, discussion and input. Both documents will be refined, and the Eugene Planning Commission, as the City's public involvement committee, will approve the Public Involvement Plan.

Goals of the Public Involvement Plan

The Project Management Team, made up of City and County staff, is committed to a public engagement process that is:

- **Meaningful:** We will use the input received to help craft the urban reserves proposal
- **Accountable:** We will respond to ideas, critique, comments, and praise
- **Inclusive:** We will strive to communicate with all stakeholders, including under-represented groups, in ways that people understand and can relate to
- **Transparent:** We will make decisions public and share information in a variety of ways
- **Realistic:** We will inform people about the project's constraints, scope and timeline
- **Outcome-oriented:** We will create a community-supported and City/County-adopted Urban Reserve

The City of Eugene's [Public Participation Guidelines](#) will guide the project from start to finish, including the Values for Public Engagement:

- Careful Planning and Preparation
- Inclusion and Demographic Diversity
- Collaboration and Shared Purpose
- Transparency and Trust
- Impact and Action
- Sustained Engagement and Participatory Culture

Public Involvement Process

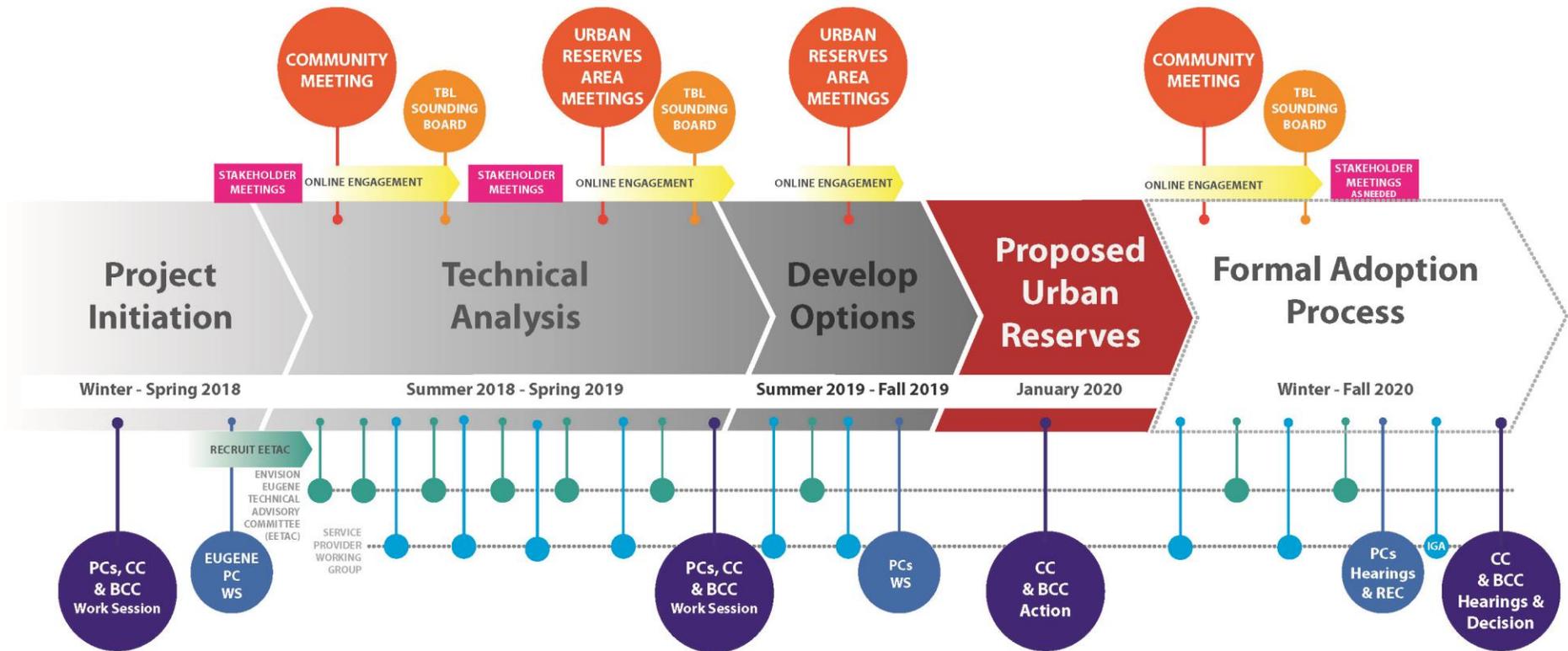
The Project Charter outlines the work program and timeline for the planning process; the Public Involvement Plan describes in more detail the outreach strategies for each phase of the planning process. As shown in the graphic below, there are five major phases in the project, and community engagement takes place during all phases.

Urban Reserves Planning Process Summary Timeline											
2018				2019				2020			
Winter	Spring	Summer	Fall	Winter	Spring	Summer	Fall	Winter	Spring	Summer	Fall
Project Initiation											
		Technical Analysis									
						Develop Options					
								*UR Proposal			
									IGA & Adoption Process		
Community Engagement											

*The target for City and County consideration of proposed urban reserves is within 2 years of UGB acknowledgement, or January 2020.

Another way of looking at this is with the **Urban Reserve Outreach Process** illustrated and described on the following pages.

URBAN RESERVES OUTREACH PROCESS



ABBREVIATION KEY:

- TBL = Triple Bottom Line
- PCs = Lane County and City of Eugene Planning Commissions
- CC = City of Eugene City Council
- BCC = Lane County Board of Commissioners
- EETAC = Envision Eugene Technical Advisory Committee
- IGA = Intergovernmental Agreements
- WS = Work Session
- REC = Recommendation

1. **PROJECT INITIATION, WINTER-SPRING 2018**

In the first phase, we will develop the Project Charter, Public Involvement Plan, detailed work plan and project budget. We will also receive input on the planning process from decision makers: City and County Planning Commissions and City Council and County Board of Commissioners.

Following this initial input, we will introduce the broader public to the project and build a strong base of participation. We will use images, graphics, and words to describe the vision, goals and benefits of Urban Reserves. Following is an overview of major communication methods for the project, which will be implemented during project initiation, and used throughout the planning process:

Communications Plan: Working with the PDD Public Information Officer, the project will develop a plan that includes guidelines for communicating with the media and other key communications outlets, and intra-departmental and inter-agency project coordination.

Interested Parties List: The project will build off of the Envision Eugene interested parties list, and it will be added to throughout the project. It will contain information including people's contact information, preferred communication method, and relevant project interests.

Project Website: The website will be simple, accurate, up-to-date and uncluttered. It will include regularly updated project updates and frequently asked questions. It will be interactive as much as possible, using mapping and survey tools. The website will link to other communication methods, such as the e-updates, Envision Eugene Facebook page, and project and community events.

We will send out regular **project updates** through a variety of methods:

- **Email Updates:** The project will communicate regularly with a wide variety of individuals about upcoming events and project outcomes. Email will be a major method of communication.
- **City Newsletters:** The project will use existing City E-Newsletters to provide regular project updates and add to the interested parties list, including: Envision Eugene, City Council Newsletter, Neighborly News and others.
- **Social Media:** The project will use existing City accounts on Nextdoor.com, Facebook, Twitter and YouTube to get messages out and advertise engagement opportunities. We will evaluate the effectiveness of different methods and adapt as we proceed.

Establish Project Committees and Groups: We will begin establishing three inter-jurisdictional committees comprised of community volunteers, leaders and staff that will advise staff. The three committees will have specific roles related to technical review, policy review, and service provision. They will begin meeting in Phase 2.

Envision Eugene Technical Advisory Committee (EETAC)--The scope of the EETAC will include City-wide growth management initiatives related to growth monitoring, including Urban Reserve Planning. The EETAC will review project assumptions, technical analysis, and development of options. They will provide feedback to staff on technical-related issues, maintain institutional memory regarding assumptions and analysis related to long-term growth management-related efforts (monitoring, urban reserves, expansion), and will review technical information used to inform policy decisions. EETAC members will be asked to think about long-term community-wide growth implications, and will represent their areas of interest and/or organizations around Eugene as well as the interests of the community as a whole. EETAC members will be appointed by the City Manager. They will represent varied voices from across the community with diverse

interests and areas of expertise, and will include Planning Commission, Sustainability Commission and City Council representation. County representation will be encouraged.

Triple Bottom Line (TBL) Sounding Board--To promote consistency among diverse policy directives and ensure representation of broader community perspectives in the Urban Reserves project, a Triple Bottom Line Sounding Board will be charged with employing a metro area-wide perspective to provide advice, feedback, and critical review of policies and project ideas; provide input on how best to reach community members and their topic-specific constituencies; and act as liaisons to the boards, committees and commissions they represent. The TBL Sounding Board will be comprised of representatives of at least the following:

- City of Eugene Human Rights Commission
- City of Eugene Planning Commission
- City of Eugene Sustainability Commission
- Eugene Area Chamber of Commerce Local Government Affairs Council
- Eugene Water and Electric Board
- Housing Policy Board
- Lane County Planning Commission
- Lane County Transportation Advisory Committee
- Lane Transit District Strategic Planning Committee
- Neighborhood Leaders Council

Service Provider Working Group--Technical staff and leadership of urban reserve-area service providers will work together on development of cost analysis and service provision agreements, while acting as liaisons to their agency leadership. They will be tasked with collaboratively developing Intergovernmental Agreements pertaining to the provision of land use regulations, building code administration, sewer, water, fire protection, parks, transportation and stormwater within the urban reserve area.

2. TECHNICAL ANALYSIS: SUMMER 2018-SPRING 2019

In phase 2, work gets underway to answer the question, *how much will we need to grow?* The approach has three steps, with associated public involvement activities following each step:

i. Update the Envision Eugene Land Sufficiency Model to determine land need projections between 10 and 30 years after 2032 (Eugene's UGB horizon year), or as late as 2062:

- Continue building stakeholder list; project updates to stakeholders through e-newsletters, project website, social media, calls and meetings.
- After the Eugene Planning Commission approves the PIP, the City manager appoints the EETAC.

ii. Determine the study area size necessary for evaluation of land for possible inclusion in urban reserves, based on land need projections:

- First project meetings will be held with the EETAC, TBL Sounding Board, and Service Provider Working Group.
- Urban Reserve Study Area residents will be mailed information on the project, with links to the project page, contact information, and meeting notification.

- Community Meeting #1 – At this first meeting, community members and project stakeholders will review the proposed project study area. Materials will include things such as a project overview, FAQ’s, study area maps, project timeline, contact information, and a project video.

iii. Perform technical analysis of lands within the urban reserve study area for potential inclusion in urban reserves, as described in the project charter:

We will incorporate input and continue reporting out on work progress during this phase. A wide-range of topic-related stakeholders will assist with the study area evaluation. Public input will help develop and refine the urban reserve study area evaluation report findings. Actions include:

- Website updates and online engagement, including an online interactive map for place-based comments
- E-newsletters and social media
- Meetings with stakeholders on different urban reserve-related topic areas , such as:
 - Parks, Open Space, and Natural Resources
 - Climate and Hazard Resiliency
 - Agriculture and Forest Resources
 - Utilities and Infrastructure (water and electricity, transportation, wastewater, stormwater)
 - Fire and public safety
 - Schools
 - Housing
 - Economic development/Jobs
- Service Provider Working Group meetings to discuss the cost of servicing potential urban reserve areas, and providing background materials for agency leadership (approx. 3)
- EETAC meetings to review technical analysis (approximately bi-monthly)
- Urban Reserve area-specific meetings targeted to neighbors and property owners (1-3)
- Triple Bottom Line Sounding Board meeting
- City and County Planning Commission work sessions
- City Council and Board of Commissioners works sessions

3. DEVELOP URBAN RESERVE AREA OPTIONS: SUMMER-FALL 2019

Using the results of the technical analysis, we will develop two or more growth scenario alternatives within the study area that will identify the additional land that Eugene is likely to need between 10 and 30 years after 2032, or as late as 2062. We will engage community members, service providers, public agencies, community groups and our elected and appointed officials to determine the preferred planning period, location and size of an urban reserve and preliminary intergovernmental agreement content. We will refine draft urban reserve options with broad community engagement, including:

- New project video explaining growth scenario alternatives

- Urban Reserve area-specific workshops targeted to neighbors and property owners (1-3)¹
- Meetings with interested stakeholder groups, as identified
- Online questionnaire, giving people an at-home way to provide input
- Service Provider Working Group meetings (approximately 3)
- Envision Eugene Technical Advisory Committee meeting
- Ongoing web updates, social media updates, e-newsletters
- City and County Planning Commission input sessions on their preferred urban reserve planning period, location and size

4. **URBAN RESERVE PROPOSAL: JANUARY 2020**

In this phase, an urban reserve proposal incorporating the above input will be brought forward to the Eugene City Council and Lane County Board of Commissioners for their consideration. The decision makers will have the opportunity to take action on one or more options by giving direction to staff on the urban reserve timeframe, area, and preparation of an adoption package. Public involvement will include:

- Web updates, social media updates, e-newsletters, and interested party emails in addition to required public meeting noticing

5. **FORMAL ADOPTION PROCESS AND IGA DEVELOPMENT: FEBRUARY-DECEMBER 2020**

In the final phase, the project will wrap up with development of service provider intergovernmental agreements, proposal refinement, ordinance development, metro plan and comprehensive plan amendments (including metro plan boundary review), and a complete Urban Reserves adoption package with findings. Intergovernmental agreements are required to be finalized prior to urban reserve adoption. Public engagement in this phase will focus on communicating the City and County direction on urban reserves to the community. Engagement activities include:

- New project video explaining direction from the City Council and Board of Commissioners
- Ongoing web, e-newsletter, social media updates
- Community meeting to communicate the Council and County direction and answer questions, as needed
- Triple Bottom Line Sounding Board meeting
- Service Provider Working Group (approximately 3 meetings to develop IGAs)
- Envision Eugene Technical Advisory Committee (approximately 2 meetings to review technical findings)
- Meetings with interested stakeholder groups, as requested
- City and County Planning Commission public hearings with recommendations
- City Council and County Board of Commissioners public hearing on adoption of Urban Reserves

¹ Meetings or other engagement activities will be added to the PIP as needed. Any interested person can request a meeting, and we will work to adjust our engagement strategies to respond to how well they are working.

Decision Making

In all public communications, it is important to be clear who is making decisions for the project and how public input will be considered and incorporated. Prior to each major decision point, the project team will communicate with stakeholders about:

- Who will make the decisions,
- How stakeholders can influence the decisions,
- When stakeholders will have opportunities to participate, and
- How stakeholder input will be considered

The decision-making process is described more fully in the Project Charter (pgs. 9-12).

The International Association of Public Participation (IAP2)'s spectrum of public participation, Figure 1, shows varying levels of engagement based on the level of public impact. Because the level of public impact of the Plan is high, the public and stakeholders will be engaged at the "inform", "consult", "involve", and "collaborate" levels. It is important to note that members of the public will be encouraged to be as active in the project as they wish, and given a variety of different opportunities and ways of doing so.

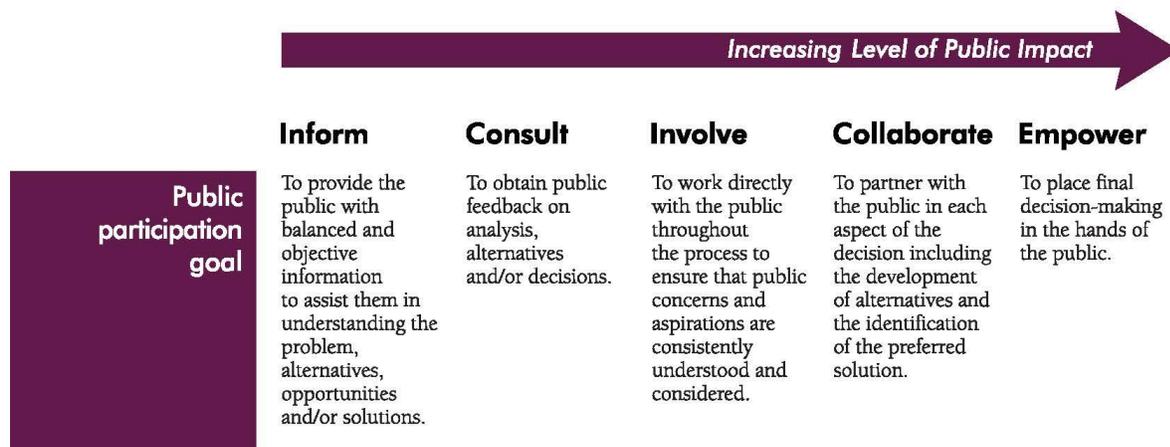


Figure 1. IAP2 Spectrum of Public Participation (source: www.iap2.org)

How this translates to Urban Reserves planning:

Empower:	Eugene City Council and Lane County Board of Commissioners (elected to decide) and Planning Commission (appointed by elected officials to review and recommend)
Collaborate:	Envision Eugene Technical Advisory Committee, Service Provider Working Group
Involve:	Property owners and neighbors, active community members, Triple Bottom Line Sounding Board, subject-area experts, other key stakeholders
Inform and Consult:	Interested Public

Coordination with other Projects

The Project Team will coordinate with other projects underway for project efficiencies, workload overlap, and contact lists. Existing projects identified to date include:

- River Road Santa Clara Neighborhood Plan
- Climate and Energy Action Plan Update
- Comprehensive Plan development
- Clear and Objective Standards for Housing
- Growth Monitoring Program Development
- Cost Analysis of Serving Different Development Patterns/Economic Cartography
- Moving Ahead

Public Involvement Documentation

The project team will prepare a public involvement summary of all activities after each key milestone in the project. Project summaries will be published online, and all participants and interested parties will be notified and invited to review the documents and provide comment.

Project Stakeholders

Pro-active outreach to a diverse array of stakeholders is essential. Materials will be easy to understand, with clear methods for input. See the following pages for a beginning list of project stakeholders:

PROJECT STAKEHOLDERS

Neighborhoods:

- City of Eugene-recognized neighborhood organizations abutting the UGB:
 - Active Bethel Citizens
 - West Eugene Community Organization
 - Churchill Area Neighbors
 - Southwest Hills Neighborhood Association
 - Southeast Neighbors
 - Laurel Hill Valley Citizens
 - Northeast Neighbors
 - Santa Clara Community Organization
 - Industrial Corridor Community Organization
- Neighborhood Leaders Council & land use subcommittee
- Other City neighborhood groups as interested
- County neighborhood groups
- Nextdoor.com
- Neighborhood Watch Groups

Residents and Property Owners, General:

- Property owners (large and small, residential and commercial, City/ annexed and County/ un-annexed)
- Renters

Youth/Families, Libraries, Community Centers & Granges:

- Kidsports
- YMCA
- Head Start
- Safe Routes to School
- School Districts – Bethel, 4J Eugene, Junction City (some Santa Clara students)
- Amazon Community Center
- Eugene Public Library-Downtown; Sheldon and Bethel branch libraries
- River Road-Santa Clara Volunteer Library
- Petersen Barn Community Center
- Granges (for holding meetings and membership communication): Spencer Creek, Mohawk-McKenzie, Santa Clara, Irving

Seniors and Persons with Disabilities:

- AARP Oregon
- Reality Kitchen

- Goodwill
- Campbell Senior Center
- Hilyard Community Center
- Lane Independent Living Alliance

Low-Income Housing and Food Assistance:

- St Vincent De Paul
- Food for Lane County:
 - Family Resource Coordinator at each school
 - Maxwell Road Food Pantry
 - Summer food distribution locations
- Cornerstone Community Housing
- Homes for Good Housing Agency (formerly HACSA)
- Neighborhood Economic Development Corporation (NEDCO)

Multicultural Outreach:

- Huerto De La Familia garden at St. Matthews in Santa Clara
- Food for Lane County Multicultural Outreach Coordinator
- NAACP
- League of United Latin American Citizens of Lane County
- Centro Latino Americano

Service Clubs:

- Rotary
- Lions
- Kiwanis
- Soroptomist
- League of Women Voters
- Veterans of Foreign Wars (VFW)

Churches:

- Church bulletins: Trinity, RR Baptist, Our Redeemer Lutheran
- Develop a complete list of churches

Eugene & Lane County-Area Organizations:

- 1000 Friends of Oregon
- 350 Eugene
- AIA Southwestern Oregon
- Better Eugene-Springfield Transportation (BEST)
- Better Housing Together
- Eugene Association of Realtors

- Eugene Chamber of Commerce
- Friends of Eugene
- Greater Eugene Area Riders (GEARS)
- Habitat for Humanity
- Homebuilders Association of Lane County
- Land Watch Lane County
- Lane County Farm Bureau
- McKenzie River Trust
- Oregon Trucking Association
- OSU Extension Service, Master Gardeners
- The Nature Conservancy
- Our Children’s Trust/YouCAN Eugene
- Union Pacific Railroad
- United Way of Lane County
- Walkable Eugene Citizen’s Advisory Network (WE CAN)
- WeBikeEugene
- Willamette Farm and Food Coalition
- Willamette Riverkeepers

E-Newsletter lists:

- Envision Eugene
- InMotion
- Neighborly News
- News to Build On
- AIA Thursdays @ Three
- Hult Center
- Library
- City Council

City and County Committees and Commissions:

- Eugene and Lane County Planning Commissions
- Lane County Parks Advisory Committee
- Lane County Transportation Advisory Committee
- City of Eugene Human Rights Commission
- City of Eugene Sustainability Commission
- City of Eugene Budget Committee
- Housing Policy Board

Major Institutions Outside of the UGB:

- Lane Community College
- Eugene Airport

Service Providers and Local Governments in or Adjacent to the Potential Urban Reserves Area:

Staff and leadership from service providers in the urban reserves study area will be active participants, collaborating on the technical analysis and intergovernmental agreement development. Potential agencies include:

Utilities:

- Blachly Lane Electric
- Comcast
- Emerald People’s Utility District
- Eugene Water and Electric Board
- Glenwood Water District
- Junction City Water Control District
- Lane Electric Cooperative
- Metropolitan Wastewater Management Commission
- Northwest Natural Gas
- Qwest
- Rainbow Water District
- River Road Water District
- Santa Clara Water District
- Springfield Utility Board
- Willamette Water Company
- Williams Natural Gas

Emergency:

- Bailey-Spencer Rural Fire Protection District
- Eugene Rural Fire Protection District #1
- Eugene Airport
- Eugene-Springfield Fire and EMS
- Goshen Pleasant Hill Fire Districts
- Junction City Rural Fire Protection District
- Lane Fire Authority
- Lane Rural Fire Rescue
- Santa Clara Rural Fire Protection District
- Willakenzie/Eugene Rural Fire Protection District
- Zumwalt Rural Fire Protection District

Other:

- Lane Community College
- Lane Education Service District
- Lane Council of Governments/ Central Lane Metropolitan Planning Organization

- Lane Transit District, Board and Strategic Planning Committee
- Lane Regional Air Protection Agency
- River Road Park and Recreation District
- School Districts (4j, Bethel, Junction City, Springfield Public Schools, Creswell)
- University of Oregon
- Upper Willamette Soil and Water Conservation District
- Willamalane Park and Recreation District

Neighboring Jurisdictions:

- Springfield
- Coburg
- Junction City
- Creswell

State Agencies:

Besides the Department of Land Conservation and Development, which will be consulted with throughout the project, and will need to acknowledge the adopted Urban Reserve area before it is finalized, other state agencies may be consulted with, including:

- Oregon Department of Transportation
- Oregon Department of Environmental Quality
- Oregon Department of Fish and Wildlife
- Oregon Department of Forestry
- Oregon Department of State Lands
- Oregon Parks and Recreation Department
- Oregon Economic and Community Development Department
- Oregon Department of Energy
- Oregon Department of Agriculture
- Oregon Housing and Community Services
- Oregon Sustainability Board